EVENT SELECTION
DATA SHEET

DATE: November 7, 1984

CITY/STATE: Baton Rouge, LA POPULATION: _____

FESTIVAL: Fest for All

LOCATION: Ten blocks along the river

DATES: May 24-26 ATTENDANCE: 300 M/weekend

CONTACT NAME: Richard Sabino TITLE: Director of Festivals

ORGANIZATION: Arts & Humanities Council (non-profit)

PHONE: 504-344-8558

FESTIVAL ACTIVITIES: Arts and Crafts, bandstands, dancing, performing arts

PREVIOUS SPONSORS: City National Bank, Coca-Cola

CURRENT SPONSORS: no one has yet been contracted

1985 BUDGET: _____

CLIENT TO SPONSOR FIREWORKS: Yes

CLIENT TO SAMPLE: Needs committee approval *

CLIENT ALLOWED BOOTH FOR GIVEAWAYS: No tickets

ENTRY TICKETS NUMBERED: Yes

CLIENT ALLOWED SIGNAGE: _____

ORGANIZATION TO HANDLE ALL P.R. AND MEDIA-RELATED ADVERTISEMENTS (POSTERS, PROGRAM, RADIO, TV, ETC.): Yes, however, the sponsors pay for media advertising.

IF ENTRY FEE REQUIRED, CLIENT ALLOWED 100 FREE TICKETS: No fee

HOW MANY LOCAL TV STATIONS: _____ RADIO: _____ NEWSPAPERS: _____

ADDITIONAL INFORMATION: * Wants to limit sampling to the fireworks area and will need to convince the committee that this is appropriate.

ATTACHMENT _____

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Source: https://www.industrydocuments.ucsf.edu/docs/gmfn0004